

Replacement Sheet

A System and Method to give a true indication of Respondent
Satisfaction to an electronic Questionnaire Survey

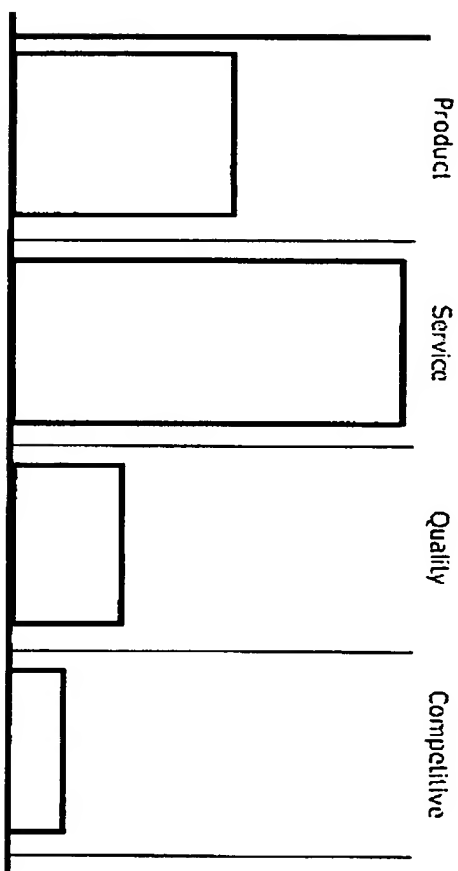
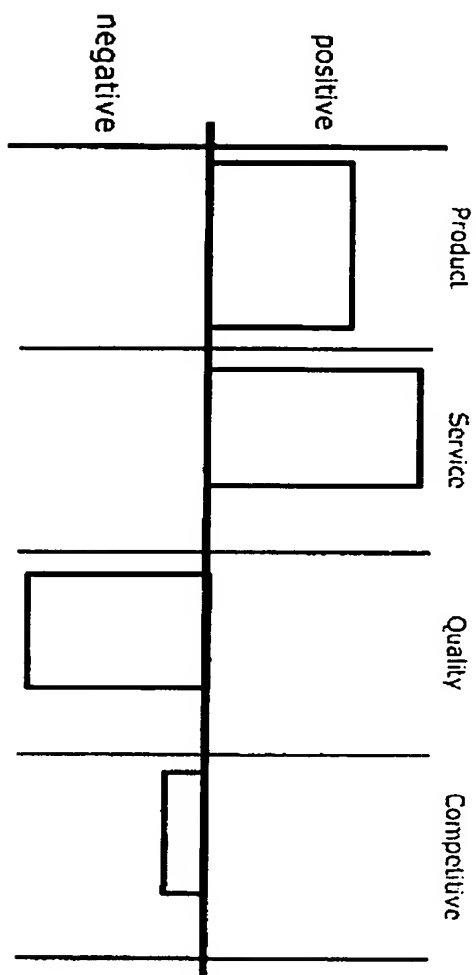


Figure 8

Replacement Sheet

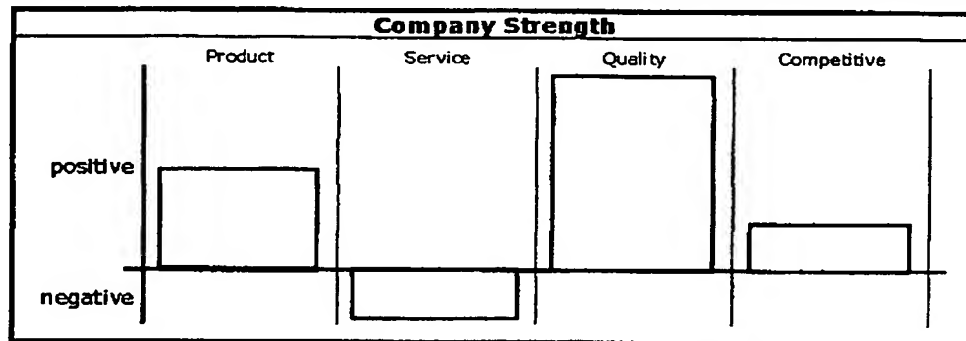
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1. Executive Summary

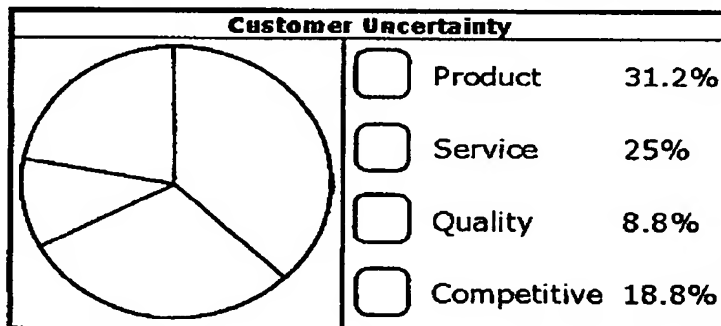
Supplier: A.N. Other

No. of Inputs: 20

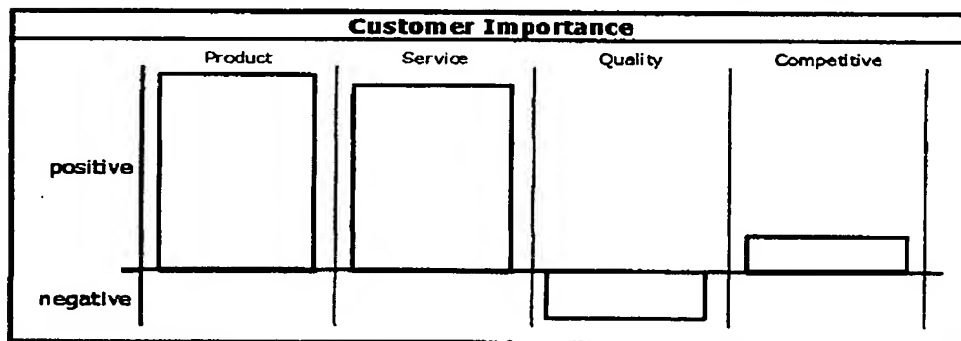
Report Date: 26th November 2003



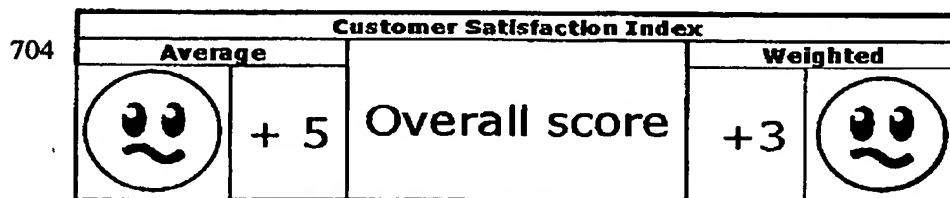
701



702



703



704

705

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Figure 10

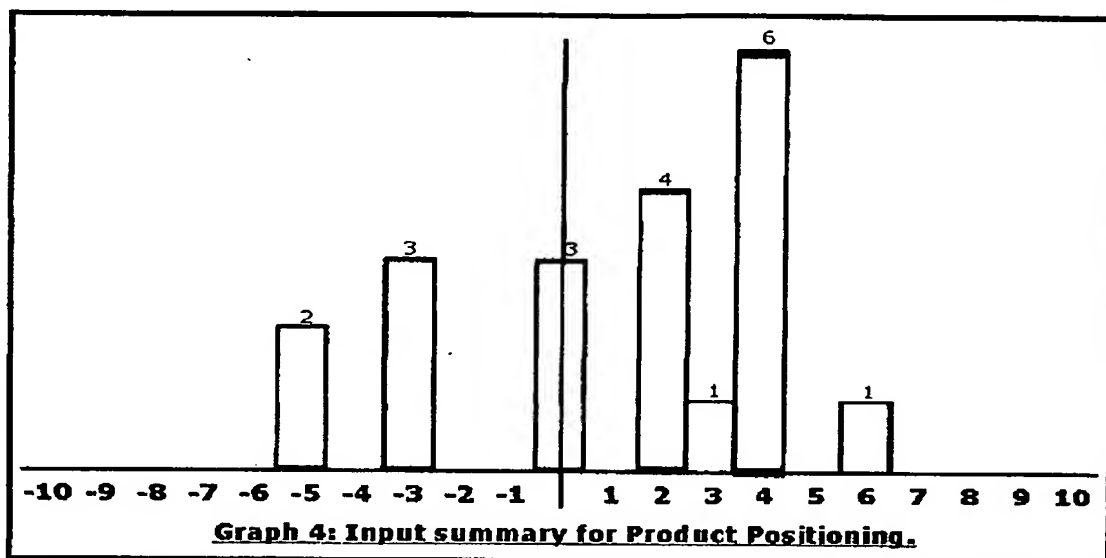
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2. Product Positioning

Supplier: A.N. Other

Report Date: 26th November 2003



801

2.1 Statistical Analysis:

| Mean: | Standard Deviation: | Skew: |
|--------------------|-------------------------------------------|---------------------------------------------------|
| $\frac{\sum x}{n}$ | $\sqrt{\frac{\sum (x - \bar{x})^2}{n-1}}$ | $\frac{(x_{mid} - \bar{x})}{(x_{max} - x_{min})}$ |
| 1.1 | 3.3 | 8.2% |

• With a mean of 1.1, Product Positioning is a discipline suitably covered by the company, and a standard deviation of 3.3 means that this assessment may be taken as a moderate indicator of the inputs to the survey.
 • A skew of 8.2% implies that these results are forecasted to automatically turn more positive, as the inputs were positively weighted about the mean.

802

2.2 Company Implementation:

| Communication Factor: | Company Strength: | Customer Importance: |
|-----------------------|-------------------|----------------------|
| 68.8% | 29.3% | 46.7% |

• With a 68.8% communication factor, customers do not know the company's position towards the area of Product Positioning.
 • With a company strength factor of 29.3% and a customer importance factor of 46.7% the company has correctly positioned this discipline, but its importance may still not be fully appreciated by the company as required by the customer base.

803

Figure 11